

Name

M 10539

Reg. No.

SECOND SEMESTER M.C.J. DEGREE EXAMINATIONS, JUNE 2005

CJ 201

MASS MEDIA HISTORY

Time : 3 Hours

Max. Marks: 80

Answer questions I and FOUR others of your choice.

All questions carry equal marks

1. Write short notes on any **FOUR** of the following:-
 - a) SITE
 - b) Yellow Journalism
 - c) O.V. Vijayan
 - d) Press Trust of India
 - e) Recommendations of the First Press Commission.
 - f) DTH
 2. Trace the history of the early news papers in India.
 3. Critically analyse the significance of the Dandi March lead by Mahatma Gandhi in the context of the Indian freedom struggle.
 4. Identify the recent trends in Malayalam magazines, keeping in view the national perspective.
 5. Comment on the contributions made by news agencies to the development of the Indian Press.
 6. What is FM broadcasting? How does it contribute to the commercial value of broadcasting in India?
 7. Assess the social and cultural impact of cable TV in India.
 8. Discuss the resurgence in Indian nationalism as a consequence of the first war of independence.
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